

ABSTRACT OF THE INVENTION

An information providing system allows to intentionally modify the arrangement of clips to be reproduced from that of the first transmission. The program clips and the CM clips obtained by receiving those broadcast are stored in recorded result storage section 11 and rearrangement examining section 15 carries out a processing operation of comparing the attributes of each of the clips and the applicable profile data generated by applicable profile generating section 14. Then, the sequence of reproducing the contents clips is modified on the basis of the result of the processing operation and download operating section 16 downloads the contents clips to be added on an on-demand basis. Then, the final arrangement section 17 rearranges the sequence of reproducing the contents clips including those to be added to set up the final arrangement.